PHILIP MORRIS USA INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Sue Norris **DATE:** April 26, 1995

FROM: Marian Wood

SUBJECT: DAVE'S RESEARCH CONFIRMATION

This confirms that qualitative research has been scheduled for Dave's on May 4th in Phoenix.

The mini-groups will be held at:

Fieldwork Phoenix
7776 Pointe Parkway West
Suite 240
Phoenix, AZ 85044
(602)438-2800

The schedule for the research is:

3:00 p.m. - 21-24 year old Marlboro Males
4:00 p.m. - 21-24 year old Camel Males
5:00 p.m. - 25-34 year old Marlboro Males
6:00 p.m. - 25-34 year old Camel Males
7:00 p.m. - 25-34 year old Discount Males
8:00 p.m. - 21-24 year old Marlboro & Camel Females

As discussed, we will need 3-4 copies of all research materials to be exposed during the mini-groups.

Attached to this memo are directions to the facility and recommended hotels. Please call me with any comments.

Marian

cc: D. Beran
G. Blumenson
J. Bonhomme
K. Eisen
P. Fernandez
E. Gee
C. Levy
B. Mikulay
V. Murphy

2045596796

Source: https://www.industrydocuments.ucsf.edu/docs/xhxj0004